



UNIVERSITY OF HAWAII SYSTEM

Legislative Testimony

Written Testimony Only
for
House Committee on Higher Education
February 12, 2015 at 2:00pm
by
Risa Dickson
Vice President for Academic Affairs, University of Hawai'i

HB 775 HD1 – RELATING TO EDUCATION

Chair Choy, Vice Chair Ichiyama, and members of the committee:

House Bill 775, House Draft 1 appropriates funds to the Department of Business, Economic Development and Tourism to be expended for marketing, travel, and other recruitment related expenses to market Hawaii's institutions of higher education to international students.

The University of Hawai'i (UH) supports the intent of HB775 HD1 to increase international student recruitment activity and to market Hawai'i as an education destination. We recognize the contributions of international students to our campuses in enriching the educational environment with ideas, talent, networks, and opportunity from regions beyond our state and preparing Hawaii's students for a rapidly changing, globalized world. This brings multiple benefits to UH as well as to the state of Hawai'i.

UH is pleased to work with DBEDT to promote higher education in Hawai'i and bring more international students to our state. As the only public university in the State of Hawai'i, the UH system is well poised to offer a very broad selection of coursework, study, and specialties that would appeal to the broadest universe of foreign students. We hope that the use of public funds to support this effort will emphasize and highlight the strengths of our State's public university, but do also recognize that including the wide selection of private universities within our state is equally important. The UH believes that more efforts and collaboration to market the strengths, benefits, and value of all higher education opportunities in Hawai'i will be beneficial for all institutions. The UH welcomes any efforts to create additional opportunities to promote higher education in Hawai'i.

We look forward to more robust recruitment efforts and leveraging DBEDT's existing international resources to expand Hawai'i's exposure internationally.

Thank you for the opportunity to testify.

Testimony Presented Before the House Higher Education Committee
February 12, 2012 at 2:00p.m.
By Carrie B. Mospens
Hawai'i Community College International Education Committee, Chair

HB 775-RELATING TO EDUCATION. Appropriates funds to the Department of Business, Economic Development, and Tourism for marketing Hawaii's higher education institutions to international students.

Chair Choy, Vice Chair Ichiyama, and members of the Higher Education Committee:

On behalf of the Hawai'i Community College International Education Committee (IEC), I thank you for this opportunity to testify in support of HB775.

International students bring numerous benefits to our communities. In addition to stimulating our local economies, students from abroad provide our domestic students with valuable perspectives that promote critical thinking between cultures; increase global awareness and understanding; foster tolerance; and contribute significantly to international networking opportunities.

To support the aforementioned advantages that international students bring to our own campus, the Hawai'i Community College *kauhale* has established an international education committee to:

- seek opportunities to infuse cultural/global awareness into the curriculum;
- provide opportunities for intercultural interaction between domestic and international students;
- support the growth of international students by 3% a year;
- develop new international partnerships and linkages;
- create and enhance international exchange opportunities for faculty; and
- develop study abroad opportunities.

However, we cannot achieve our goals solely on our own. We need the state to 1) recognize the value of having international students within our schools and 2) to provide funds in support of marketing efforts.

Thank you for your consideration.



UNIVERSITY of HAWAII®
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RE: HOUSE BILL 775 RELATING TO EDUCATION

Chair Kawakami, Vice Chair Kong, and Members of the Committee:

I would like to offer my strongest support for HB 775, which appropriates funds to the department of business, economic development, and tourism (DBEDT) for marketing Hawaii's higher education institutions to international students.

As I'm sure many of you know, international students are an important asset to the state's income, as they and their families generate almost \$2million in tuition and living expenses (\$185.68 mil in 2013). More importantly, from an educational standpoint, the University of Hawaii system, and the community colleges in particular, benefit greatly by having the presence and interaction of international students on campus. With a mission to prepare our local student population for success in a globally-oriented society and workplace, international students broaden the horizons of our local students, and encourage them to gain important skills necessary to succeed in the future, and look beyond the shores of this great state.

DBEDT has worked closely with us for the last few years, and continued support is essential. Though Hawaii is regarded worldwide as a top-tier tourist destination, it is often dismissed as an educational destination by parents who feel that there could not possibly be top-notch educational facilities here. It is through continual marketing, and engaging international contacts that this perception can be turned around, and Hawaii can join the rest of the states in the country that are experiencing increasing numbers of international students, rather than continuing the downward spiral that we are currently in.

Thank you very much for your consideration of this important issue.

Steve Jacques
Director, Office of International Programs
Leeward Community College – University of Hawaii

Testimony Presented Before the
House Higher Education Committee
February 12, 2012 at 2:00p.m.

By

Judy Ensing

Director of International Programs, University of Hawai‘i at Mānoa, Outreach College

HB 775-RELATING TO EDUCATION. Appropriates funds to the Department of Business, Economic Development, and Tourism for marketing Hawaii's higher education institutions to international students.

Chair Choy, Vice Chair Ichiyama, and members of the Higher Education Committee:

Thank you very much for the opportunity to provide a brief testimony regarding House Bill 775. I am writing in support of this bill and strongly encourage you to allocate resources to fund the provisions therein.

For the past 28 years I have been in charge of a variety of programs at UH-Manoa that bring international students into our state and onto our campus for both short and long-term programs. International students provide value to the citizens of our state in numerous ways, only one of which is the financial impact they have on the state. I am aware that you have received statistics on enrollment and financial impact so I will not repeat those.

When I started in the late 1980's our programs were bursting at the seams with Japanese students to the point that we had waiting lists. Times and economies have changed over the years, and as enrollment statistics across the state show, the number of Japanese coming to study in Hawaii and across the country has been drastically reduced.

At the same time, whereas the number of students coming from other markets has increased in Mainland universities, we have not experienced the same growth. Consequently our enrollment is much lower than it was in the late '80s and early '90s. In our attempts to market our programs and the University of Hawai‘i in new markets, we have become very aware that Hawai‘i is a “hard sell” in parts of the world that simply do not think of Hawai‘i as a study destination.

We are doing what we can to change that image, but the financial support that the passing of this bill would provide would to a very long way to expediting this effort.

Thank you for the opportunity to express my support of this Bill.



DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM

DAVID Y. IGE
GOVERNOR

LUIS P. SALAVERIA
DIRECTOR

MARY ALICE EVANS
DEPUTY DIRECTOR

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Statement of
LUIS P. SALAVERIA
Director
Department of Business, Economic Development and Tourism
before the
HOUSE COMMITTEE ON HIGHER EDUCATION

Thursday, February 12, 2015
2:00 PM

State Capitol, Conference Room 309

in consideration of
HB775, HD1
RELATING TO EDUCATION.

Chair Choy, Vice Chair Ichiyama and Members of the Committee on Higher Education.

The Department of Business, Economic Development and Tourism (DBEDT) supports the intent of HB775, HD1, appropriating funds to support the department's program to increase international student enrollment in Hawaii, provided that its passage does not replace or adversely impact priorities indicated in our Executive Budget.

The education and knowledge industry, of which international student attraction is a sector, is a low impact clean industry. In addition to the economic benefits, international students benefit our State by providing global bridges, acclimating our student population and citizens through international education programs in a variety of settings, including public and private secondary schools, colleges, universities and other proprietary academic institutions and research organizations. Hawaii is well positioned to be a competitive destination, especially for the Asian market that places a high value on sending students to a safe and comfortable location like Hawaii.

DBEDT works closely with Study Hawaii, a consortium of twenty educational institutions, to market the State as an excellent location for overseas study and will continue to engage Study Hawaii in its marketing efforts.

Thank you for the opportunity to offer these comments.



Chamber of Commerce HAWAII

The Voice of Business

**Testimony to the House Committee on Higher Education
Thursday, February 12, 2015 at 2:00 P.M.
Conference Room 309, State Capitol**

RE: HOUSE BILL 775, HD1 RELATING TO EDUCATION

Chair Choy, Vice Chair Ichiyama, and Members of the Committee:

The Chamber of Commerce of Hawaii ("The Chamber") **strongly supports** HB 775 HD1, which appropriates funds to the department of business, economic development, and tourism for marketing Hawaii's higher education institutions to international students.

The Chamber is the largest business organization in Hawaii, representing over 1,000 businesses. Approximately 80% of our members are small businesses with less than 20 employees. As the "Voice of Business" in Hawaii, the organization works on behalf of members and the entire business community to improve the state's economic climate and to foster positive action on issues of common concern.

The higher education is a clean, vibrant industry that is based in Hawaii's knowledge-based industry. It is estimated that it brings in over \$160 million into our state's economy and about \$16 million in tax revenue. This is a desirable industry which can further Hawaii's knowledge-based sector.

This bill is necessary as competition from other states has affected our enrollment. The rest of the U.S. is experiencing 13% growth over the past 3 years while Hawaii's enrollment has declined 11% over the same period. We need this bill to help us grow enrollment and penetrate new markets. Asia will dominate the need for higher education services, which places Hawaii in a unique position to take advantage of this opportunity.

Thank you for the opportunity to testify.



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Testimony to House Bill 775 in support of funds to DBEDT for International Education

Chair Kawakami, Vice Chair Kong, and Members of the Committee:

My name is Roger Fong and I am the Director for ELS Language Centers/ Honolulu on the downtown campus of Hawaii Pacific University. ELS Honolulu is an Intensive English Program that prepares international student to move on to higher education in Hawaii. Each year ELS brings in about 1000 students to study, live and experience the culture of Hawaii. Students stay as short as a month and as long as a year before moving on to community college or university. Students come from all over the world including Japan, Korea, Taiwan, Saudi Arabia, Brazil, China, the Americas and Europe.

ELS Honolulu strongly urges you to support HB 775, the appropriation on funds to DBEDT to market and promote higher education in Hawaii to international students.

As an executive board member to the Study Hawaii Education Consortium, a member of the NAFSA International Educators Association, and the VP-Elect for English USA, I have seen first hand the positive impact international students have to the economy of Hawaii. However, Hawaii misses out on the majority of students studying to the US as many international students do not recognize Hawaii as an "educational" destination. The state has done well in marketing itself as a "recreational" destination however now is the time to market Hawaii as an educational destination through the passing of HB 775.

International students contribute over \$27 billion dollars to the US economy and research has shown that direct impact to Hawaii is roughly \$200 million. The passing of HB 775 is a modest investment for an increase of international students to the state that the Hawaii economy as well as local institutions can benefit from.

Thank you for the opportunity to voice my strong support of HB 775.



Testimony Presented Before the
House Committee on Higher Education
February 12, 2015 at 2:00 p.m.

Geoffrey Bannister, Ph.D.
President, Hawai'i Pacific University

Chair Choy, Vice Chair Ichiyama, and members of the Committee on Higher Education:

Thank you for the opportunity to submit this testimony in strong support of House Bill 775, which would appropriate funds to support the marketing of Hawai'i institutions of higher education to international students.

Hawai'i Pacific University has long prided itself on its attractiveness to international students. It remains our goal that fully a third of our student body be comprised of students who have come from around the world to study and learn in the unique atmosphere of our Hawai'i campuses.

HPU's international learning community benefits more than our international students. In striving for a student mix of one-third each of students from Hawai'i, the continental U.S. and international regions, HPU's goal is a global mix of students that becomes a strategic asset of both the university and our state, positioning us for excellence in emerging markets and a changing world.

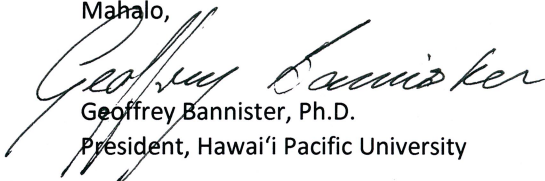
Our international students also bring powerful economic impacts: A November report by IIE notes international students in Hawai'i supported nearly 1,000 total local jobs and added an estimated \$107.1 million in total revenue between 2013 and 2014.

Still, experience has shown us that attracting international students is not solely a matter of economics. It also fosters a diversity within the student body that is positive for our students, our university and our state. According to a study by College Factual, HPU was our nation's most diverse university in 2014 with an overall diversity score of 91.4 percent, which looks at ethnic, gender and geographic diversity. I believe that diversity has played a large role in our university's continued success.

Hawai'i rightfully celebrates its diversity, and it is to our state's benefit to continue to foster the rich mix of cultures and ideas that have made this such a special place. Attracting more international students to our universities not only ensures that we continue to enjoy the benefits of their fresh insights, but also that they will have the opportunity to take a part of what makes Hawai'i special when they return to their native countries.

In short, an additional investment by our state in marketing Hawai'i as a destination for higher education will pay dividends all around. I encourage the committee to advance this measure and support the ideals of international education for our community.

Mahalo,



Geoffrey Bannister, Ph.D.
President, Hawai'i Pacific University



Testimony to the
House Committee on Economic Development & Business
Thursday, February 12, 2015 at 2:00 P.M.
Conference Room 309, State Capitol

RE: House Bill 775 Relating to Education

February 10, 2015

Hawai'i Preparatory Academy strongly supports HB 775, which appropriates funds to the department of business, economic development, and tourism for marketing Hawaii's higher education institutions to international students.

As Director of Admission for Hawai'i Preparatory Academy, a coeducational K-12 day and boarding school located on the Island of Hawai'i, I encourage you to approve the funding allocated in this bill. Our school has students from all over Hawai'i, as well as 21 U.S. states and 20 countries. The opportunities available to our students are only possible through the rich local and global experiences our students have on a daily basis.

Increasing international student enrollment in Hawaii has both a social and economic benefit for the state. International students attending Hawaii schools:

- **Build bridges** by strengthening the economic and social ties of between the United States and other countries.
 - Thousands of international students are Hawaii graduates, many of whom become political, business, and community leaders, as well as internationally recognized scholars and researchers, in their own country or internationally. They are Hawaii's best ambassadors and strengthen Hawaii's position on an international level.
- **Bring global perspectives** into U.S. classrooms, thereby increasing the international experience and cross-cultural competence of Hawaii students.
 - The Chronicle of Higher Education reported (December 16, 2011) that domestic students interacting with international students on campus receive similar benefits to traveling abroad without having to leave the

- country. This international experience improves the domestic students' job prospects in the 21st Century.
- A 2003 RAND study surveyed 135 Human Resource managers from 75 companies. By consensus, the most important employee skill sets were:
 - Substantive content/technical knowledge of the primary field of business,
 - Managerial ability, with emphases on teamwork and interpersonal skills,
 - **Strategic international understanding and**
 - **Cross-cultural experience**
 - In addition, of surveyed employers, a significant number agreed that candidates with international experience are likely to possess key skills such as:
 - Cross-cultural communication skills (98%)
 - Independence (97%)
 - Cultural Awareness (96%)
 - Maturity (94%)
 - Flexibility (90%)
 - **Increase the demand for courses in the fields of science and engineering,** which makes it possible for U.S. colleges and universities to offer more of these courses, benefiting U.S. students.
 - The strength and reputation of the U.S. mainland in invention, innovation and entrepreneurship is driven largely by international students and researchers. Hawaii is capable of competing at the same level, but will need to actively attract the best and brightest in the world.
 - **Support programming and services on campus for all students** by increases in out-of-state tuition collected, funded largely by non-U.S. sources.
 - The net contribution of international students in Hawaii for the 2011-2012 academic year was over \$107 million. Of that, almost \$56 million was spent on tuition and fees. These dollars provided a crucial contribution to the overall operating expenses of Hawaii education institutions, which benefit domestic, and more specifically Hawaii, students. Without the revenue from international student tuition and fees, it is likely that the government (i.e. from the Hawaii taxpayer) or increased fees charged directly to Hawaii students, would be needed for Hawaii education institutions to operate at the standard they currently do.

- **Support local businesses and communities** with their spending on rent, transportation, and other expenses.
 - Of the \$107 million spent by international students in 2011-2012 mentioned above, \$77.6 million was spent on living expenses. International students stay in Hawaii longer than the average tourist, and therefore have a longer-term positive impact on the state economy by spending their out-of-state dollars on Hawaii goods and services.
 - International students are credited for generating 2,185 jobs in the state and \$16.8 million in state government tax revenue. (A Strategy to Attract International Students to Hawaii”, DBEDT. August 2012) benefiting the state and local communities.

Currently we have 10,300 international students studying in Hawaii each year. If we were to increase our numbers by 1000 more international students, we can generate \$2.6 million more in tax revenues – a goal more achievable with the passing of this bill and an allocation of \$150,000. Attracting more international students to the state will never displace Hawai’i students. Rather, more international students in Hawai’i will help fund more seats to be made available to in-state students. The higher tuition that international students pay allows for more sections of impacted classes to be offered.

Thank you for considering this bill.



Testimony Presented Before the House Higher Education Committee
February 12, 2015 at 2:00 PM

By

Scott Siegfried, Vice President of External Affairs & Enrollment Management
Mid-Pacific Institute

HB 775- Relating to Education, Appropriates funds to the Department of Business, Economic Development, and Tourism for marketing Hawaii educational institutions and opportunities to international students.

Thank you for the opportunity to testify regarding House Bill 775. I strongly encourage you to allocate resources to fund the provisions of this bill.

As an independent school, Grades Preschool through Grade 12, we have a long history of international students benefitting from our programs. Currently, Ninety (90) students attend our school as an international student. These students enhance our community as we continue to grow our Global Studies and Global Awareness aspects of our programs.

The international students and their families invest in Hawaii in many ways, contributing economically to Mid-Pacific Institute and Hawaii in general.

Our goal is to continue to grow our International Programs, which will continue to grow the economic impact on our community. With the support of this bill and DBEDT efforts to support international education in Hawaii, we will all benefit.

Thank you for the opportunity to support this bill, HB 775.

Sincerely,

Scott Siegfried
Vice President of External Affairs & Enrollment Management
Mid-Pacific Institute

Testimony Presented Before the
House Higher Education Committee
February 12, 2012 at 2:00p.m.

By
Joel S. Weaver, Vice President
Study Hawaii Educational Consortium

HB 775-RELATING TO EDUCATION. Appropriates funds to the Department of Business, Economic Development, and Tourism for marketing Hawaii's higher education institutions to international students.

Chair Choy, Vice Chair Ichiyama, and members of the Higher Education Committee:

Thank you very much for the opportunity to testify regarding House Bill 775. I strongly encourage you to allocate resources to fund the provisions of this bill.

As Director of the University of Hawaii English Language Program (UH-HELP) and Vice President of the Study Hawaii Educational Consortium, I am passionate about raising the profile of Hawaii as a study destination for international students and scholars. **The vision of the members of Study Hawaii is to establish Hawai'i as an international leader in education and training through global links, partnerships, and exchanges.**

Our consortium members share a belief that international education advances learning and scholarship, builds understanding and respect among different peoples, and enhances constructive leadership in the global community. We believe that international education is fundamental to fostering peace, security and well-being. We believe that promotion of inbound and outbound educational travel to and from Hawaii will bring great benefit to the state economically and will contribute to the development of a more globally competent citizenry, one that can lead the world in forging a more innovative, multiculturally agile and sustainable future. As the state that provided the educational foundation for the current occupant of the White House and his parents, Hawai'i is in a position to boast about the quality of education and people that our state can produce!

From the inception of the Study Hawaii group, we have worked closely with the Department of Business, Economic Development, & Tourism to pursue our vision. Some examples of areas in which we have collaborated are:

- Development and translation of marketing materials such as brochures, postcards, and other print media to promote Study Hawaii.
- DBEDT supported Study Hawaii to put on very well-received receptions at the national NAFSA: Association of International Educators conferences in Minneapolis, Washington DC, Los Angeles, San Diego, and in May this year, Boston.

- DBEDT offices in Beijing and Taiwan assist Study Hawaii by representing us at student fairs, translating our marketing materials into Traditional and Simplified Chinese, and being a “one-stop-shop” for potential students to visit for information.
- Study Hawaii has worked with the DBEDT to sponsor successful “International Education Days” at the state capitol. These are events that allow institutions to invade the 3rd or 4th floors of the capitol building to educate legislators on the myriad interesting International Education efforts that are going on here in Hawaii.
- DBEDT assisted Study Hawaii in developing a strong multilingual website that drives traffic to member institutions.
- DBEDT and Study Hawaii carried out a very successful Education Trade Mission to Taipei and Beijing in October 2014. In addition to engaging potential students and their parents at large fairs, we met with government and institutional representatives and established linkages with important trade organizations in these important markets.

DBEDT has worked collaboratively with Study Hawaii to promote international education because it shares our understanding of the great economic, intellectual, and social value of in-bound and out-bound educational travel to the state of Hawaii. Despite these excellent efforts, Hawai‘i has been falling behind other destinations. We compete not only with other states in the US, who themselves have active state-funded consortia, but also with Canada, the UK, Australia, New Zealand, and other destinations with well developed higher education frameworks. Unlike the U.S., institutions in these countries all have federal-level support driving their marketing efforts.

Our state is far behind these other locations in earmarking resources to increase recruitment of international students, and our efforts are necessarily hampered by lack of adequate funds to do more. With additional resources, so much more could be done that would further enhance our efforts for the benefit of our community.

According to the Institute of International Education, international students contribute nearly \$27 billion to the U.S. economy through tuition and living expenses. Study Hawaii has worked with DBEDT this year to get an updated count of the economic impact of international students in Hawaii. We have found that the direct impact of international students and scholars to the state is \$186 million, and that it brings in \$26 million in state tax revenues.

Currently we have 10,300 international students studying in Hawaii each year. With just a 10% student increase, or 1000 more students, we can generate \$2.6 million more in tax revenues—an incredible return on a modest investment of \$150,000.

Attracting more international students to the state will never displace Hawai‘i students. Rather, more international students in Hawai‘i will allow for more seats to be provided to in-state students. The higher tuition that international students pay allows for more sections of impacted classes to be offered.

Thank you for the opportunity to testify in strong support of House Bill 775.

February 10, 2015

House Higher Education Committee

Honorable Representatives:

As a specialist in ESL teaching and a professor at the University of Hawai'i at Manoa, I write in support of HB 775.

Hawai'i has a small, potentially very valuable language teaching industry, which continues to bring valuable income to the State (within both the public and private sectors). However, this industry deserves to be better recognized and supported by agencies of the State of Hawai'i. It could be a much bigger player and in this, Hawai'i could follow the other Pacific examples, of Australia and New Zealand, for whom international education, supported in its initial phases by ESL teaching programs, is a big employer. But the State must be willing to support this small player in a large and competitive international milieu, and DBEDT needs resources if it is to do this. The allocation of resources to DBEDT proposed in this bill could have a very large pay-off in education and edutourism sectors of our economy. A small industry will find it hard engage in the investment needed for adequate visibility and recruitment; a pump-priming measure of the kind envisaged by this bill has the potential to enable the sector in question to take off.

Graham Crookes

Professor, Department of Second Language Studies
University of Hawai'i at Manoa

Testimony Regarding House Bill 775, February 12, 2015
Hawai'i State Legislature, House Committee on Higher Education

My name is Andy Sutton and I serve at UH Mānoa both as Dean of the School of Pacific and Asian Studies and Assistant Vice Chancellor for International and Exchange Programs. In both these capacities, I have been working to enhance our efforts in international education, including recruitment of students from abroad. When I was a student at UH Mānoa in the 1970s, there were quite a few foreign students, but now the numbers are low compared to what they were then and compared to what they are at many of our peer institutions on the mainland.

My testimony today regards House Bill 775, which I very enthusiastically support. The benefits to the State of Hawai'i far outweigh the \$150,000 cost as proposed in this Bill. Attracting students to the UH Mānoa and to other institutions in our state directly affects the local economy, as these students not only pay tuition, but also for housing, food, and other living expenses. They also contribute to the diversity of our campuses and enable local students to get interact with, become friends with, and establish future partnerships with top students and future leaders from overseas. The move to promote and recruit overseas has become a top priority for recruiters at many top universities across the mainland. The University of Illinois's flagship campus (at Urbana-Champaign) boasts this year an undergraduate student body in which 10% of the freshman class is from China alone. This was only possible, though, with considerable investment on the part of the university (i.e., on the part of the State of Illinois). The \$150,000 proposed in HB 775, though modest in comparison to this kind of funding in other states, is carefully targeted to produce solid results. Through the coordinated efforts of "Study Hawaii", an exemplary cooperative group of dedicated educators and recruiters representing many of our state's schools, colleges, and universities, these funds will enable us to continue the recruiting efforts already underway. Without them, the State of Hawai'i runs the real risk of falling further behind our mainland competition in this important area. We have dedicated individuals eager to continue the kinds of efforts undertaken during this past year. I urge the legislature to pass this bill and thereby fund the important international recruiting initiatives our state so clearly needs.

LATE

Testimony Presented Before the
House Committee on Higher Education
February 12, 2015 at 2:00pm
by
Donald O. Straney
Chancellor, University of Hawai'i at Hilo

HB 775 HD1 RELATING TO EDUCATION

Chair Choy, Vice Chair Ichiyama and Members of the Committee:

My name is Donald Straney, and I submit this testimony as Chancellor of University of Hawai'i at Hilo and not as a representative of the University of Hawai'i system. I support HB 775 to help DBEDT's efforts to increase international student enrollment in Hawai'i provided that its passage does not replace or adversely impact the University of Hawai'i System's budget priorities.

In 2013, international students contributed over \$185 million to Hawai'i's economy, including \$26 million in State taxes. The education industry not only benefits our economy, but helps to increase our cultural diversification and enrich the academic environment for our students.

Increased competition for international students by other educational institutions throughout the world has made it difficult to compete against countries that have federal-level support driving their marketing efforts.

In April, DEBDT will host a contingent of 20 high school principals from China on a Hawai'i familiarization tour of UH Hilo, Hawai'i Community College, and one of our high schools. We thank DBEDT for its proactive work in supporting Hawai'i's higher education institutions, and support this measure to increase its efforts.

Thank you for the opportunity to testify.

Testimony presented to the House Higher Education Committee
February 12, 2015 at 2:00pm
By
Julie Mowrer, Director
English Language Institute, University of Hawai'i at Hilo

LATE

HB775 HD1 – RELATING TO EDUCATION

Chair Choy, Vice Chair Ichiyama, and members of the Higher Education Committee:

Thank you very much for the opportunity to testify regarding House Bill 775. I submit this testimony as the Director of the English Language Institute at UH Hilo, and not as a representative of the University of Hawai'i system.

The English Language Institute (ELI) provides academic English language courses for non-native speakers of English. This academic support allows students from various language and cultural backgrounds to not only sit in an American university classroom, but also become contributing members of that classroom. These students go on to graduate from UH Hilo and apply their skills and multilingualism to the workforce, whether it is in Hilo or in their native countries.

In my work with international students in Hawai'i over the past 13 years, however, what has made the greatest impression on me is not how it impacts our state's economy or the international students themselves, although those effects are significant. What I see becoming more and more crucial is the impact that the presence of international students in our classrooms and in our communities has on our local students.

The communities in Hawai'i are both incredibly diverse and incredibly sheltered at the same time. Our local students may read the newspaper, but the events that occur feel very far away and often irrelevant to their lives. The inclusion of international students into our classrooms allows our local students to gain insights into cultures and perspectives from around the world, bringing issues from across the globe into their everyday lives. A class discussion on global politics comes alive with the contributions of a student from Timor Leste, the world's newest democracy. An intercultural communications class goes beyond the textbook with classmates who can give real life examples of how communication varies from culture to culture.

Our philosophy toward education has to be that our students deserve the very best we can give them. This includes curriculum that is dynamic and relevant to the changing world and a classroom consisting of a variety of perspectives toward that world. Local students who have been educated in a multicultural university community are better able to enter the multicultural workforce and contribute meaningfully to both local businesses that interact frequently with tourists and international corporations. International students are an invaluable resource to our state, our communities and to the potential success of our students.

I strongly encourage the Committee to support this bill. Thank you for this opportunity to submit testimony.

LATE

HOUSE COMMITTEE ON HIGHER EDUCATION

TESTIMONY IN SUPPORT OF HB775

(WRITTEN TESTIMONY ONLY)

Thursday, February 12, 2015

2:00 pm

Conference Room 309

Chair Choy, Vice Chair Ichiyama, and Members of the Committee on Higher Education:

My name is Kurt Kawafuchi. I respectfully submit this testimony in my personal capacity in support of HB775 HD1, appropriating a blank amount of funds to support the DBEDT's program to increase international student enrollment in Hawaii, and strongly encourage this Committee to pass this bill so it can be heard before the House Finance Committee.

While I am a former director of taxation, current Chair of the Hawaii Council of Revenues, and have been an instructor of close to a hundred (100) courses in taxation, accounting, law, and finance from 1995 through current at the University of Hawaii at Manoa (College of Business Administration and School of Law) and at Hawaii Pacific University, I write this testimony in support of the HB775 HD 1 in my personal capacity.

In my experience, many of the international students are very bright and/or from financially capable to wealthy families and/or well-connected families. Because many of these students enjoy positive experiences in Hawaii and experience the magic of "aloha," they also often form lifetime bonds with local and other international students. As a long-time instructor (20 years) at the University of Hawaii at Manoa Graduate School of Accounting with many former students, I recently attended a University of Hawaii at Manoa Alumni reception in Hong Kong. At the reception, I met a former alumni who is a substantial donor to the University of Hawaii at Manoa's College of Business Administration (UH CBA). This Spring, there are tentative plans to host University of Hawaii at Manoa alumni functions in Hong Kong, Seoul, and Malaysia. It is my understanding that the UH CBA alone (exclusive of the UH Manoa's other colleges and other

University of Hawaii campuses, e.g., Hilo, KCC etc.) has roughly 2,000 alumni in the Hong Kong area and 1,000 alumni in the Singapore area.

The education and knowledge industry, of which international students comprise an important and significant sector, is a clean industry promoting college and graduate studies. In addition to the economic benefits (e.g. spending by students and visiting families and friends, potential future donors and investors in Hawaii, etc.), international students benefit our state and in-state and domestic students by providing their global life and work experience and international networks, acclimating our student population and citizens through international education programs in a variety of settings, including public and private secondary schools, colleges, universities and other proprietary academic institutions and research organizations. Hawaii is well positioned to be a competitive destination, especially for the Asian market that places a high value on sending students to a safe, comfortable, and welcoming location like Hawaii with a large Asian population. Further, increasing the international students in Hawaii will complement and enhance our core tourism industry as more Asian students become familiar with Hawaii, its beauty, and its riches. During a recent mission to Taiwan and Beijing which I paid for out of personal funds, I was surprised to learn that Hawaii was not as widely and as well known in key China cities such as Shanghai and Beijing (as opposed to Southern China including Hong Kong, Guangzhou, and other areas close to historically Cantonese speaking locations) as I had expected while other destinations such as Seattle, Thailand, and Mauritius were often better known because of popular China (PRC) shows or movies in those locations.

During such mission, I have personally witnessed how DBEDT works closely with Study Hawaii, a consortium of twenty educational institutions, to market the state as an excellent location for overseas study, and will continue to work closely with Study Hawaii in its marketing efforts.

Thank you for consider my testimony in support of HB775HD1. I respectfully urge this Committee to pass HB775HD1 so it can be heard by the House Finance Committee.